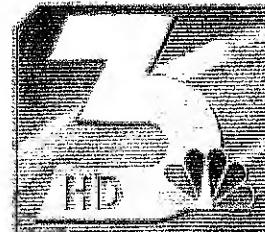


## **ORDER**



KSNV

<b>Orders</b>	<b>Order / Rev:</b>	104117		
	<b>Alt Order #:</b>	06831873		
	<b>Product Desc:</b>	BERKLEY FOR SENATE		
	<b>Estimate:</b>	30S		
	<b>Flight Dates:</b>	08/28/12 - 09/03/12	<b>Primary AE:</b>	Amy McCreary
	<b>Original Date / Rev:</b>	07/09/12 / 08/27/12	<b>Sales Office:</b>	BLPHI
	<b>Order Type:</b>	GENERAL	<b>Sales Region:</b>	National

Agency	Name:	Shorr Johnson Magnus		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1831 Chestnut St.	Billing Cycle:	EOM/EOC
		Philadelphia, PA 19103	Agency Commission:	15%

Advertiser	Name:	Berkley, Shelley for Senate - Revised
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN
	New Business Thru:	
	Order Separation:	00:15:00
	Advertiser External ID:	
	Agency External ID:	

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	73	\$53,950.00	\$45,857.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	73	\$53,950.00	\$45,857.50	0.00
Total	73	\$53,950.00	\$45,857.50	0.00

### **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCloskey	North America	North America	Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	49%	\$53,950.00
Market	100%	\$110,102.04

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$22,020.41
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$17,616.33
KTUD	0%	\$0.00
KVVU	13%	\$14,313.27
KVWB	0%	\$0.00
LV1	0%	\$0.00
LINKWN	2%	\$2,202.04

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/28/12	08/31/12	M-F 5-6a WakeUp w/WagM	5-6a		-TWTF--	:30	8	\$400.001	0.00	NM		8	\$3,200.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week:	08/27/12	09/02/12	-TWTF--		8	\$400.00	0.00						

Order / Rev: 104117 Advertiser: Berkley, Shelley for Senate  
Alt Order #: 06831873 Product Desc: BERKLEY FOR SENATE KSNV  
Flight Dates: 08/28/12 - 09/03/12 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount												
E 1	KSNV	08/28/12	08/31/12	M-F 5-6a WakeUp w/WagM	5-6a		-TWTF--	:30	8	\$400.001	0.00	NM	8	\$3,200.00												
M-F 5-6a WakeUp w/Wagners																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	-TWTF--	8	\$400.00	0.00																					
E 2	KSNV	09/03/12	09/03/12	M-F 5-6a WakeUp w/WagM	5-6a		M-----	:30	2	\$400.001	0.00	NM	2	\$800.00												
M-F 5-6a WakeUp w/Wagners																										
NEWS																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 09/03/12</td> <td>09/09/12</td> <td>M-----</td> <td>2</td> <td>\$400.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/03/12	09/09/12	M-----	2	\$400.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	M-----	2	\$400.00	0.00																					
E 3	KSNV	09/03/12	09/03/12	M-F 6-7a WakeUp w/WagM	6-7a		M-----	:30	2	\$700.001	0.00	NM	2	\$1,400.00												
M-F 6-7a WakeUp w/Wagners																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	M-----	2	\$700.00	0.00																					
E 4	KSNV	08/28/12	08/31/12	M-F 6-7a WakeUp w/WagM	6-7a		-TWTF--	:30	8	\$700.001	0.00	NM	8	\$5,600.00												
M-F 6-7a WakeUp w/Wagners																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	-TWTF--	8	\$700.00	0.00																					
E 5	KSNV	09/03/12	09/03/12	Today Show	CM	658a-9am	M-----	:30	1	\$1,400.001	0.00	NM	1	\$1,400.00												
Today Show																										
TODAY																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	M-----	1	\$1,400.00	0.00																					
E 6	KSNV	08/28/12	08/28/12	Today Show	CM	658a-9am	-T-----	:30	1	\$1,400.001	0.00	NM	1	\$1,400.00												
Today Show																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	-T-----	1	\$1,400.00	0.00																					
E 7	KSNV	08/28/12	08/31/12	Noon News	CM	12-1230pm	-TWTF--	:30	4	\$425.001	0.00	NM	4	\$1,700.00												
Noon News																										
NEWS																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/27/12</td> <td>09/02/12</td> <td>-TWTF--</td> <td>4</td> <td>\$425.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/27/12	09/02/12	-TWTF--	4	\$425.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	-TWTF--	4	\$425.00	0.00																					
E 9	KSNV	09/03/12	09/03/12	M-F Today Show II 3rd HCM	9-10a		M-----	:30	1	\$500.001	0.00	NM	1	\$500.00												
M-F Today Show II																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	M-----	1	\$500.00	0.00																					
E 10	KSNV	08/28/12	08/31/12	M-F Today Show II 3rd HCM	9-10a		-TWTF--	:30	4	\$500.001	0.00	NM	4	\$2,000.00												
M-F Today Show II																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	-TWTF--	4	\$500.00	0.00																					
E 11	KSNV	08/28/12	08/31/12	NEWS 3 at 4 (1 HOUR)CM	4-5pm		-TWTF--	:30	4	\$700.001	0.00	NM	4	\$2,800.00												
4PM NEWS (1 hour)																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/27/12	09/02/12	-TWTF--	4	\$700.00	0.00																					
E 12	KSNV	09/03/12	09/03/12	NEWS 3 at 4 (1 HOUR)CM	4-5pm		M-----	:30	1	\$700.001	0.00	NM	1	\$700.00												
4PM NEWS (1 hour)																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	M-----	1	\$700.00	0.00																					
E 13	KSNV	09/03/12	09/03/12	NEWS 3 at 4 (1 HOUR)CM	4-5pm		M-----	:30	1	\$700.001	0.00	NM	1	\$700.00												
4PM NEWS (1 hour)																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	M-----	1	\$700.00	0.00																					
E 14	KSNV	08/28/12	08/31/12	CM	4-5pm		-TWTF--	:30	4	\$700.001	0.00	NM	4	\$2,800.00												

Order / Rev: 104117  
Alt Order #: 06831873  
Flight Dates: 08/28/12 - 09/03/12

Advertiser: Berkley, Shelley for Senate  
Product Desc: BERKLEY FOR SENATE  
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
<b>NEWS</b>															
NEWS 3 at 4 (1 HOUR)															
4PM NEWS (1 hour) (4:00 PM-4:30 PM)															
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/27/12	09/02/12	-TWTF--			4				\$700.00		0.00			
E 15	KSNV	08/28/12	08/31/12	M-F Early News	CM	5-630p				-TWTF--		:30	4	\$1,000.001	0.00 NM
<b>NEWS</b>															
M-F Early News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/27/12	09/02/12	-TWTF--			4				\$1,000.00		0.00			
E 16	KSNV	09/03/12	09/03/12	M-F Early News	CM	5-630p				M-----		:30	1	\$1,000.001	0.00 NM
<b>NEWS</b>															
M-F Early News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/03/12	09/09/12	M-----			1				\$1,000.00		0.00			
E 17	KSNV	09/02/12	09/02/12	Vegas Inc.	CM	6:30-8pm				-----S		:30	1	\$375.001	0.00 NM
<b>VEGAS INC</b>															
Vegas Inc.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/27/12	09/02/12	-----S			1				\$375.00		0.00			
E 18	KSNV	08/31/12	08/31/12	Face to Face w/ Ralston	CM	730-758pm				----F--		:30	1	\$800.001	0.00 NM
<b>FACE</b>															
Face to Face w/ J.Ralston															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/27/12	09/02/12	----F--			1				\$800.00		0.00			
E 19	KSNV	09/03/12	09/03/12	Face to Face w/ Ralston	CM	730-758pm				M-----		:30	1	\$800.001	0.00 NM
<b>FACE</b>															
Face to Face w/ J.Ralston															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/03/12	09/09/12	M-----			1				\$800.00		0.00			
E 20	KSNV	09/03/12	09/03/12	M-F Jeop/Wheel	CM	630-730pm				M-----		:30	2	\$1,000.001	0.00 NM
<b>WH/JEP</b>															
M-F Jeopardy/Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/03/12	09/09/12	M-----			2				\$1,000.00		0.00			
E 21	KSNV	08/28/12	08/31/12	M-F Jeop/Wheel	CM	630-730pm				-TWTF--		:30	8	\$1,000.001	0.00 NM
<b>WH/JEP</b>															
M-F Jeopardy/Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/27/12	09/02/12	-TWTF--			8				\$1,000.00		0.00			
E 22	KSNV	09/01/12	09/02/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm				-----SS		:30	2	\$1,100.001	0.00 NM
<b>NEWS</b>															
Sa-Su News 3 at Eleven															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/27/12	09/02/12	-----SS			2				\$1,100.00		0.00			
E 23	KSNV	08/28/12	08/31/12	M-F News 3 at Eleven	CM	11pm-1135pm				-TWTF--		:30	4	\$1,100.001	0.00 NM
<b>NEWS</b>															
M-F News 3 at Eleven															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/27/12	09/02/12	-TWTF--			4				\$1,100.00		0.00			
E 24	KSNV	09/03/12	09/03/12	M-F News 3 at Eleven	CM	11pm-1135pm				M-----		:30	1	\$1,100.001	0.00 NM
<b>NEWS</b>															
M-F News 3 at Eleven															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/03/12	09/09/12	M-----			1				\$1,100.00		0.00			
E 25	KSNV	09/02/12	09/02/12	Sports Night in Las Vegas	GM	Sun 1135p-1200a				-----S-		:30	1	\$200.002	0.00 NM
<b>SPORTS NIGHT</b>															
Sports Night in Las Vegas															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/27/12	09/02/12	-----S-			1				\$200.00		0.00			
E 26	KSNV	09/01/12	09/01/12		CM	7a-9am				-----S-		:30	2	\$625.001	0.00 NM
<b>SPORTS NIGHT</b>															
Sports Night in Las Vegas															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/27/12	09/02/12	-----S-			1				\$625.00		0.00			

Order / Rev: 104117  
 Alt Order #: 06831873  
 Flight Dates: 08/28/12 - 09/03/12

Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		Saturday	Today												
		Saturday	Today												
		<b>SAT TODAY</b>													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/27/12	09/02/12	-----S-		2	\$625.00		0.00						
N27	KSNV	08/28/12	08/31/12	The Tonight Show	CM	1135p-1237a	-TWTF--	:30	1	\$425.00	1	0.00	NM	1	\$425.00
		Tonight Show													
		<b>NEWS</b>													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/27/12	09/02/12	-TWTF--		1	\$425.00		0.00						
N28	KSNV	08/28/12	08/30/12	Face to Face in PRIME	CM	8-11pm	-TWT---	:30	3	\$800.00	1	0.00	NM	3	\$2,400.00
		Face to Face in PRIME													
		<b>FACE</b>													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/27/12	09/02/12	-TWT---		3	\$800.00		0.00						
<b>Totals</b>													73	\$53,950.00	